

WHAT IS CLAIMED IS:

- 1        1.     A merchandising system for presenting and storing articles  
2 comprising:
  - 3                a base having a front and a back, the base being configured to  
4 support the articles and defining a first space for containing the articles;
  - 5                an assembly coupled to the base for advancing the articles  
6 toward the front of the base;
    - 7                wherein the assembly comprises a member configured to extend  
8 beyond the base to create a second space for containing the articles in  
9 addition to the first space.
- 1        2.     The merchandising system of Claim 1 wherein the member is  
2 configured to extend beyond the back of the base.
- 1        3.     The merchandising system of Claim 2 wherein the shape of the  
2 member causes at least a portion of the member to extend beyond the back  
3 of the base.
- 1        4.     The merchandising system of Claim 3 wherein the member is  
2 curved.
- 1        5.     The merchandising system of Claim 4 wherein the member is  
2 integrally formed as one piece.
- 1        6.     The merchandising system of Claim 3 wherein the member  
2 comprises a generally vertical portion and a generally horizontal portion.
- 1        7.     The merchandising system of Claim 3 wherein the member  
2 comprises multiple elements.

1        8.    The merchandising system of Claim 2 wherein the member  
2    moves along the base to extend beyond the back of the base.

1        9.    The merchandising system of Claim 8 wherein the member is  
2    slidably engaged with the base.

1        10.   The merchandising system of Claim 9 wherein the member is  
2    configured to move along a defined path on the base.

1        11.   The merchandising system of Claim 8 wherein the assembly for  
2    advancing the articles further comprises a biasing mechanism that provides a  
3    biasing force to the member.

1        12.   The merchandising system of Claim 11 wherein the biasing  
2    force causes the member to advance the articles toward the front of the  
3    base.

1        13.   The merchandising system of Claim 2 wherein the base has a  
2    beveled surface near the back for allowing the articles to advance smoothly.

1        14.   The merchandising system of Claim 2 wherein at least a portion  
2    of a back surface of the base is angled upward for allowing the articles to  
3    advance smoothly.

1        15.   The merchandising system of Claim 2 wherein at least a portion  
2    of the base is curved to allow the articles to advance smoothly.

1        16. The merchandising system of Claim 2 wherein the system is  
2 configured for use with a smaller sized shelving system and a larger sized  
3 shelving system without limiting the increased storage potential of the larger  
4 sized shelving system.

1        17. The merchandising system of Claim 2 wherein the system has  
2 an expandable width to provide additional storage space.

1        18. The merchandising system of Claim 2 wherein the base  
2 comprises one or more side elements and a front element for retaining  
3 articles.

1        19. The merchandising system of Claim 18 wherein the base does  
2 not include a back wall.

1        20. The merchandising system of Claim 2 wherein the system is  
2 capable of selective size adjustments.

1        21. The merchandising system of Claim 1 wherein the system is  
2 configured to maintain articles in a substantially vertical orientation.

1        22. The merchandising system of Claim 1 further comprising a panel  
2 for displaying article information.

1        23. The merchandising system of Claim 1 wherein the second space  
2 is storage space for the articles.

- 1        24. A merchandising system for presenting and storing articles
- 2        comprising:
  - 3                a support assembly having a front and a back, the support
  - 4                assembly being configured to support the articles in a substantially vertical
  - 5                orientation; and
  - 6                a member movably engaged with the support assembly and
  - 7                configured to extend beyond the back of the base such that the system may
  - 8                be used with a smaller sized shelving system and a larger sized shelving
  - 9                system without limiting the increased storage potential of the larger sized
  - 10                shelving system.
- 1        25. The merchandising system of Claim 24 wherein the support
- 2        assembly defines a first space for containing the articles.
- 1        26. The merchandising system of Claim 25 wherein the member is
- 2        configured to extend beyond the back of the base to create a second space
- 3        for containing the articles in addition to the first space.
- 1        27. The merchandising system of Claim 26 wherein the shape of
- 2        the member causes at least a portion of the member to extend beyond the
- 3        back of the base.
- 1        28. The merchandising system of Claim 27 wherein the member is
- 2        at least partially curved.
- 1        29. The merchandising system of Claim 27 wherein the member is
- 2        generally not curved.

1       30. The merchandising system of Claim 27 wherein the member is  
2 integrally formed as one piece.

1       31. The merchandising system of Claim 26 wherein the member  
2 moves along the base to extend beyond the back of the base.

1       32. The merchandising system of Claim 31 further comprising a  
2 mechanism for advancing the articles toward the front end of the support  
3 assembly.

1       33. The merchandising system of Claim 32 wherein the mechanism  
2 provides a biasing force to the member.

1       34. The merchandising system of Claim 33 wherein the biasing  
2 force causes the member to advance the articles toward the front end of the  
3 base.

1       35. The merchandising system of Claim 34 wherein the member  
2 advances along a defined path.

1       36. The merchandising system of Claim 24 wherein the member is  
2 capable of retaining one or more articles beyond the back of the base.

1       37. The merchandising system of Claim 24 wherein the system has  
2 an expandable width for additional storage space.

1       38. A merchandising system for storing and presenting products on  
2 a shelf or display case, the products provided in product cases, the  
3 merchandising system comprising:  
4           means for supporting the products;  
5           means for advancing the products along a predefined path; and  
6           means for retaining one or more of the products beyond a back  
7 portion of the means for supporting the products.

1       39. A merchandising system for dispensing products comprising:  
2           a base; and  
3           a pusher for providing a force on the products;  
4           wherein the pusher comprises a member capable of extending  
5 beyond a back of the base such that one or more of the products may be  
6 retained by the system beyond the back of the base.

1       40. The merchandising system of Claim 25 wherein the system may  
2 be used interchangeably with different sized shelving display systems  
3 without limiting an increased storage potential of a larger shelving display  
4 system by providing an adjustable storage space.

1       41. The merchandising system of Claim 32 wherein the system has  
2 an expandable width for additional storage.